CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Shorr, Johnson, Magnus
1831 Chestnut St.
Suite 602
Philadelphia, PA 19103

Contract / Revision	Alt Order #
364314 /	06866313

Product
Tammy Baldwin

Contract Dates	Estimate #
10/23/12 - 10/29/12	

Advertiser	Original Date / Revision
Baldwin/D/US Senate	10/22/12 / 10/23/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Households

IDB#	Advertiser Code	Product Code
	TBFS	

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/23/12	10/26/12	Live at Daybreak-Early	5a-6a		:30			NM	4	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	4		$250.00					
N 2	WTMJ	10/29/12	10/29/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$250.00					
N 3	WTMJ	10/23/12	10/26/12	Today Show M-F	7a-9a		:30			NM	4	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	4		$500.00					
N 4	WTMJ	10/29/12	10/29/12	Today Show M-F	7a-9a		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$500.00					
N 5	WTMJ	10/23/12	10/26/12	Today Show III	11a-12n		:30			NM	4	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	4		$125.00					
N 6	WTMJ	10/29/12	10/29/12	Today Show III	11a-12n		:30			NM	1	$125.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$125.00					
N 7	WTMJ	10/23/12	10/26/12	Tonight Show	1035p-1137p		:30			NM	4	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	4		$500.00					
N 8	WTMJ	10/29/12	10/29/12	Tonight Show	1035p-1137p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$500.00					
N 9	WTMJ	10/28/12	10/28/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	------S	1		$1,250.00					
N 10	WTMJ	10/23/12	10/26/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	4	$800.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	-TWTF--	4		$200.00					
N 11	WTMJ	10/29/12	10/29/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$200.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	10/28/12	10/28/12	Today Show Sunday	7a-8a		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	- - - - - - S	1	$300.00						
N 13	WTMJ	10/27/12	10/27/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	- - - - - S -	1	$1,250.00						
									Totals		28	$10,675.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	23	$9,100.00	$7,735.00
10/29/12 -10/29/12	5	$1,575.00	$1,338.75
Totals	28	$10,675.00	$9,073.75

Signature: _____ **Date:** _____

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